



Introducing myColdCup

Fresh cold milk for lunch ...*without* the fridge!

myColdCup is the only thermos on the market to keep a drink below 4°C for 5+ hours. myColdCup is the result of many parents suggestions and requests. It has been designed for elementary school children so they have more healthy options for their lunch drink, at an affordable cost, in an environmentally considerate package.

myColdCup was designed to meet the stringent requirements of milk. Milk must be kept below 7°C for health reasons; and kept below 4°C for best taste. Milk also requires the most thorough cleaning, so myColdCup was designed for easy cleaning with smooth surfaces to prevent bacterial build-up.

As the milk program coordinator at my son's school, I know not all the children's needs are met. Some have allergies, others get tired of the same chocolate/white milk every single day, parents want more choice such as organic, soy or rice, and for others the cost is too high (at about twice the cost of milk poured at home). Also, sorting of the milk takes time so the milk is typically sitting out up to 20 minutes before the children receive it. Slightly warm white milk doesn't taste so good. So it comes as no surprise that 60% of children on the milk program drink chocolate milk every day at school. With the extra sugar and flavouring, it tastes fine even when not cold. There is also the environmental impact of the carton waste each day, even if recycled. Then too, not all schools have a milk program and only about 30% of all children participate in a school milk program.

myColdCup is produced by a world class stainless steel bottle manufacturer, with over 30 yrs experience in vacuum bottles, whose products are sold worldwide. It meets the food and safety standards of Europe, the USA and Canada.

myColdCup can be offered through your school either as a fundraiser or at cost to the students. The school is free to choose the amount to be added to the sale of each myColdCup. The base cost of \$20 includes taxes and shipping. Suggested selling price is \$25, with \$5 going to the school as a fundraiser. The recommended time to sell myColdCup is during an event in September such as "Greet the Teacher" evening when School Council can have a table at which to sell the cups. This eliminates the work of processing order forms. You can order the number of myColdCups which you think you will sell; any unsold cups can simply be returned. Schools can inform parents about myColdCup either by email or by sending a hard copy flyer home with the students. To view the coupon-style flyer see online at http://mycoldcup.com/fundraising_resources.

You can sign up online at www.mycoldcup.com to set up your school account. The website has been specifically designed to be easy for school councils to use.

If you have any questions or comments, please reach me by phone at 1-888-874-8554 or by email at info@mycoldcup.com.

Sincerely,

Gwenda Lindhorst-Ko